

STRUCK

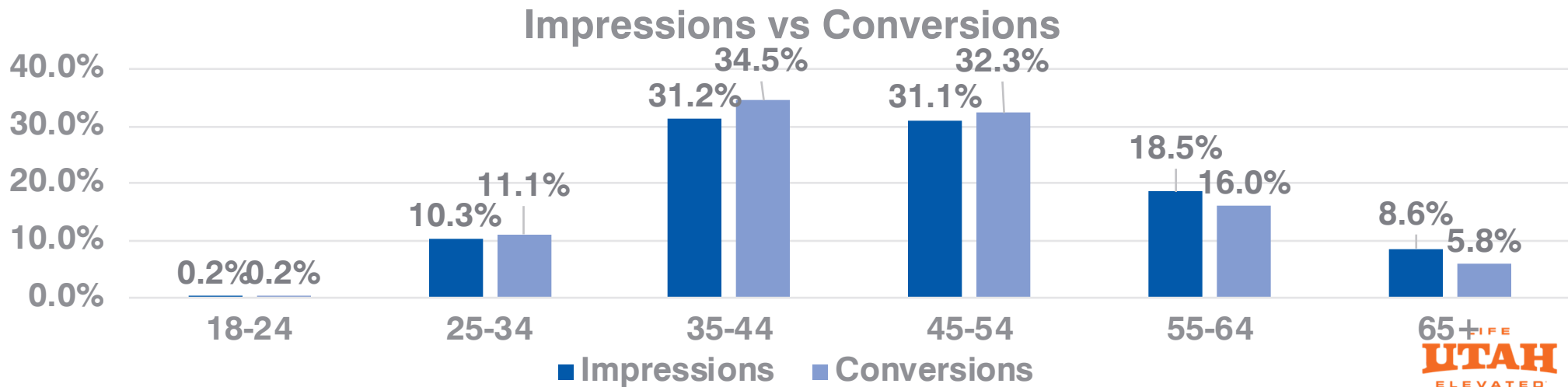


UTAH OFFICE OF TOURISM: MOUNTAIN TIME CAMPAIGN 2018/19

Digital Report for 9/1/18-2/4/19

DIGITAL SUMMARY

- The campaign has generated 755,671 post impressions for an above average rate of 1.11% (**up 22%** 1/7 report). From a YOY perspective, this is also a 22% increase compared to the 2018 campaign's PIR (which was 0.91%).
- There have been **196,956** post impression activities on Visit Utah for a PIR of 0.29%, the highest in the campaign and an increase of **40%** compared to last year.
- The campaign has tracked **20,761** hotel bookings for a total revenue of **\$5.3M** a **55%** increase from the January report.



YEAR OVER YEAR PERFORMANCE

2018 VS. 2019 POST IMPRESSIONS

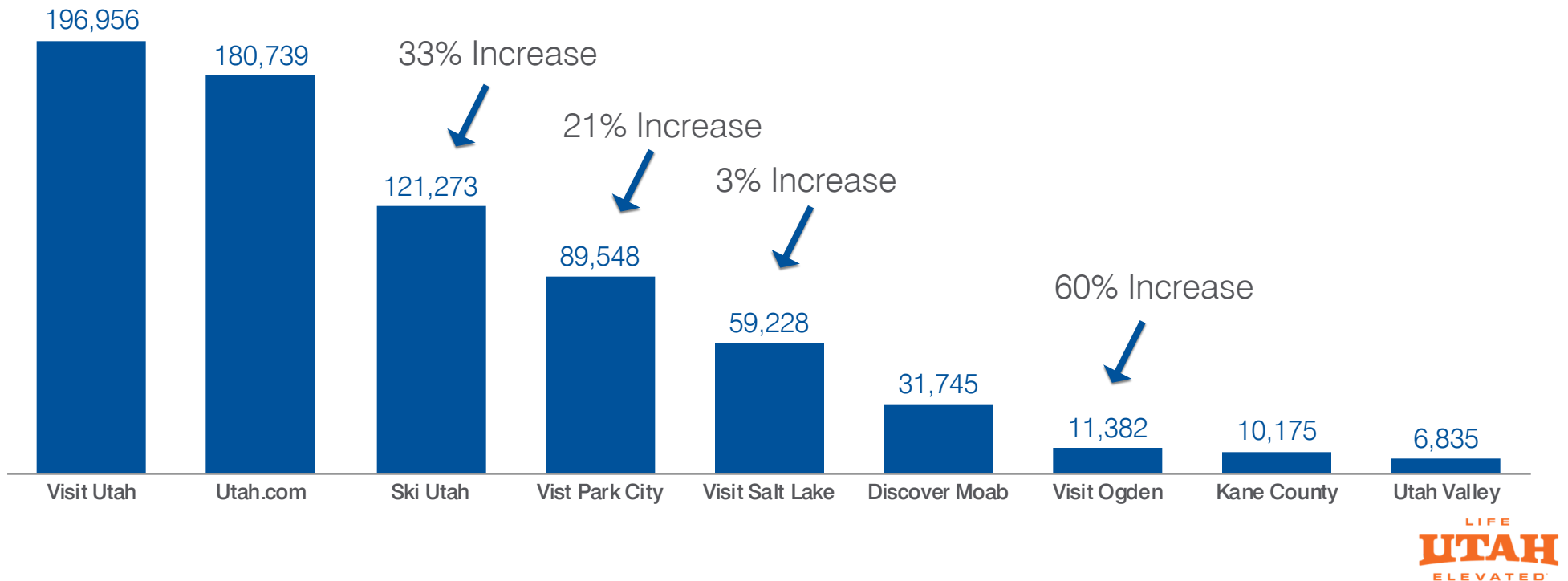


- Even with a later campaign start date, post impressions are up 25.5% in 2019 compared to 2018.
- From a post impression rate perspective this is also true (1.11% in 2019, compared to 0.91% in 2018).
- The campaign truly took off around mid-November, and has been outpacing 2018 ever since.

POST IMPRESSIONS BY ACTIVITY

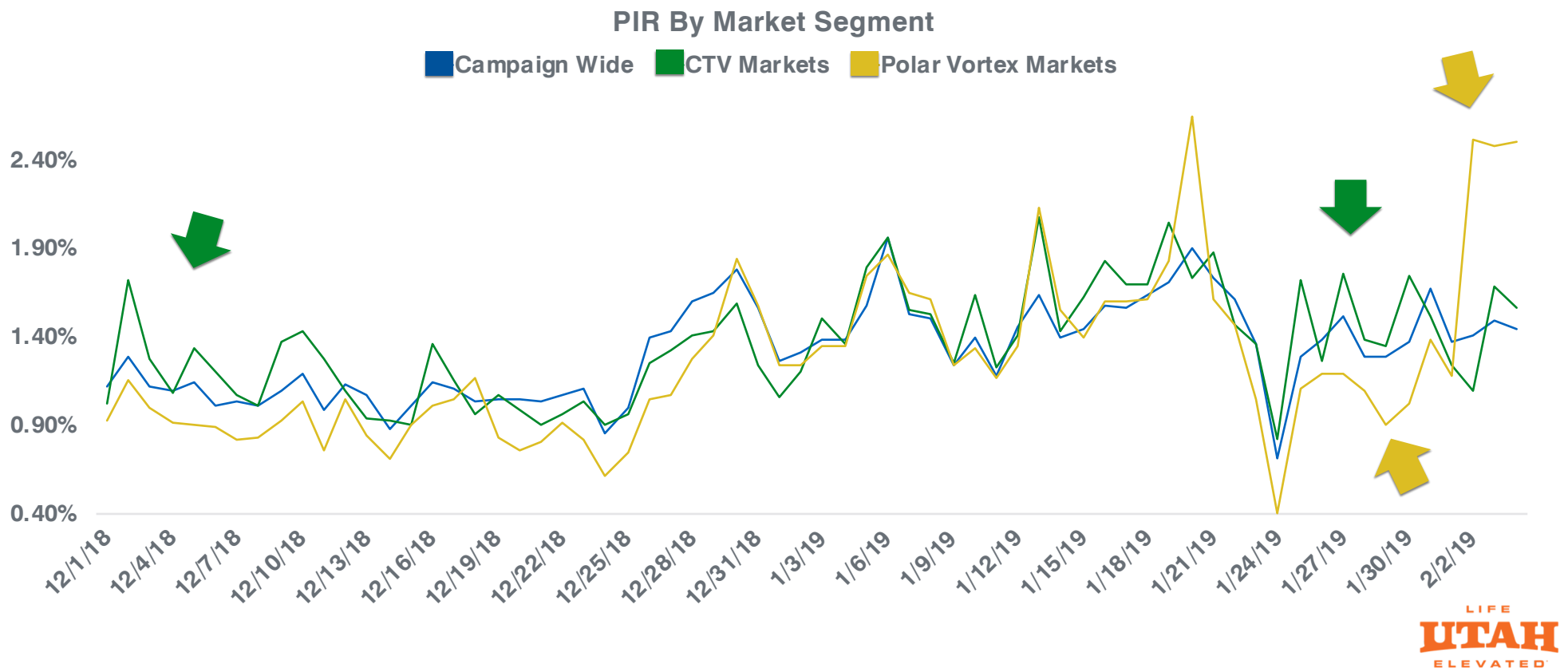
- Visit Utah has received the most post impressions in the campaign, with Ski Utah, Visit Park City, and Visit Salt Lake all performing very strongly as well.

Post Impressions



MARKET PERFORMANCE OVER TIME

- The impacts of the Polar Vortex were tangible, as those markets saw decreased PIR during the cold snap while the inverse effect was felt among the CTV markets during the same time period.



VIDEO PERFORMANCE

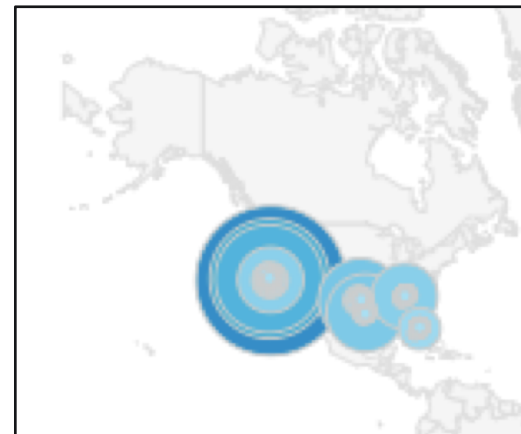
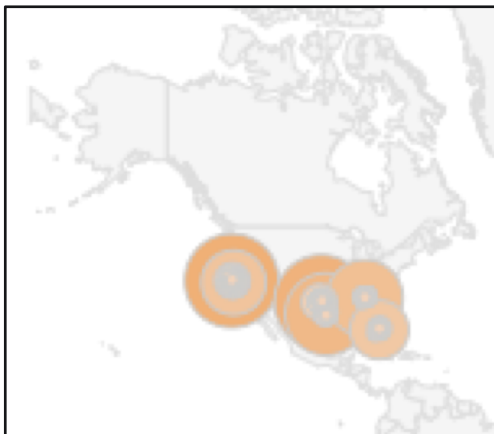
- The Video Completion Rates (VCR's) for the :15 second spots were predictably higher than the :30 Mountain Time spot, but the :30 spot did have a higher CTR than any of the :15 spots.

	Impressions	VCR	PIR
Couple (:15)	2,794,641	78.3%	0.84%
Family (:15)	2,376,175	81.5%	0.56%
Friends (:15)	3,000,176	80.0%	0.86%
Ski City (:15)	2,971,436	78.5%	0.81%
Mountain Time (:30)	6,592,124	66.8%	1.45%
TOTAL	17,734,552	74.6%	1.03%

CONNECTED TV MARKET PERFORMANCE

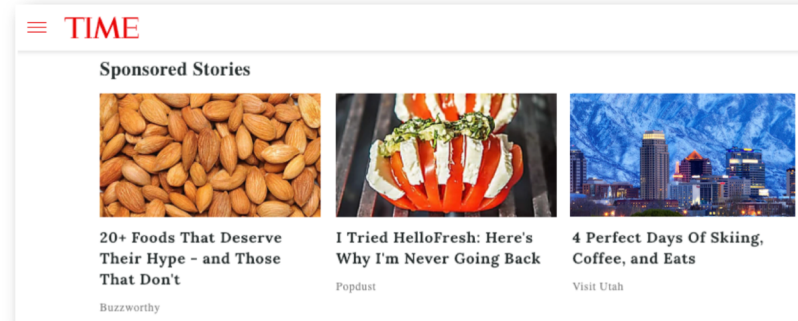
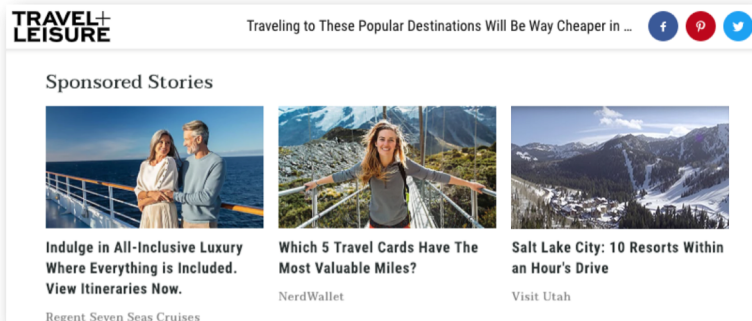
- Among our CTV markets, we have continued to see a bump in website sessions after going live with the campaign. This includes San Francisco, Houston, Dallas Ft. Worth, Miami, and Atlanta.

Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
50.98% ↑ 217,144 vs 143,824	55.15% ↑ 212,143 vs 136,735	36.86% ↑ 249,606 vs 182,374	5.83% ↓ 57.07% vs 60.60%	14.39% ↓ 1.67 vs 1.96	21.84% ↓ 00:01:26 vs 00:01:50



NATIVE ADVERTISING

- There have been over 62k pageviews generated by people engaging with Utah winter content.
- On average, people are spending 1:43 with our articles on VisitUtah.com.
- Utah's Easy Access is driving the most engagement, with over 13k pageviews.
- This campaign is already tracking more than \$320k in hotel revenue.





MT 2018/2019

LIFE
UTAH
ELEVATED

INCREMENTAL - CTV

- Top performing markets in Magellan/Impact, In order, have been Los Angeles, San Francisco, Denver, and New York.
- Top performing markets in Google Analytics for Winter related content: Los Angeles, San Francisco, New York, Houston, and Dallas.
- Budget: \$34,359
- Flight Dates: 2/15/19 – 3/1/19
- Recommended Markets: Los Angeles and San Francisco
- Estimated Impressions: 997,516

MOUNTAIN TIME 2019 FLIGHT DATES

